

## Dealing with the Media: Basic Guidelines



- Leon County will provide useful and accurate information to the media in a timely and professional manner.
- Leon County employees must inform the supervisor and the Public Information Office (PIO) when contacted by the media.
- If the reporter is asking general County information or County facts (not controversial), employees may answer the questions.
- If the topic is potentially controversial, please contact the PIO before responding. (You can tell the reporter that you will have to call him or her back later. The purpose for this is for the PIO to coordinate with County Administration on the appropriate message and to maintain a consistent message).
- When responding to media inquiries, it is best for the most knowledgeable person to speak. The person being interviewed should stay within his or her area of expertise.
- If you would like assistance on message development, or crafting your message, please contact the PIO.
- When talking to the press, always remember you represent Leon County.
- If you are uncomfortable talking with the media, please contact the PIO.
- All news releases and news advisories are distributed from the Public Information Office. Please contact the PIO if you would like a news release drafted to promote your event or program. (Please use the templates on the PIO intranet page and send to Jennie Khoen and/or Rebeka Gipson King at least 2 to 3 days before the event for review and distribution).